AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior revisions, and listings, of claims in the

application.

Listing of Claims:

1.   (*Currently amended*) An on-line advertising system, comprising:

a processor;

one or more memories to communicate with the processor, the one or more memories

storing database;

an advertisement database for maintaining advertisement data of a plurality of

advertisements, [[a]] at least one keyword related to each said advertisement and a category

corresponding to each said advertisement;

a content database for maintaining a content identifier for identifying content provided to

a user terminal through a communication network, and a category related to the content;

an advertisement data searching unit configured for searching the advertisement database

for advertisement data corresponding to [[a]] the maintained category related to the content to be

displayed to a user to be searched;

an advertisement data selecting unit configured for selecting a portion of advertisement

data among the searched advertisement data, based on a predetermined criterion, by using [[a]] at

least one keyword related to the searched advertisement data; and

a display control unit configured for controlling an advertisement associated with the

selected advertisement data to be displayed on the user terminal in association with the searched

content.

2.   (*Currently amended*) The system as claimed in claim 1, wherein the advertisement data

selecting unit comprises:

a keyword searching module, resident in one of the memories and executable by the

processor, configured for searching the content to be displayed to the user for [[a]] the at least

one keyword related to the searched advertisement data;

an exposure point computing module, resident in one of the memories and executable by

the processor, configured for computing an exposure point for the search advertisement data by

using at least one of three factors comprising a number of the searched keywords in the content,

positions of the searched keyword in the content and a font style of the searched keywords

inspecting at least one selected from a group consisting of the number of the searched keywords,

locations thereof in the content and a font style thereof, and computing an exposure point related

to the advertisement data based on the result of the inspection; and

an advertisement data selecting module, resident in one of the memories and executable

by the processor, configured for selecting a portion of advertisement data among the searched

advertisement data, based on the exposure point.

3.   (*Currently amended*) The system as claimed in claim 1, the system further comprising a

keyword database for maintaining a keyword and a similar keyword related thereto, wherein the

similar keyword is a keyword having a similar meaning to the meaning of the keyword;

wherein the advertisement data selecting unit comprises:

a keyword searching module, resident in one of the memories and executable by the processor, configured for searching the content for [[a]] at least one keyword related to the searched advertisement data and a similar keyword to the at least one keyword;

an exposure point computing module, resident in one of the memories and executable by the processor, configured for computing an exposure point for the search advertisement data by using at least one of three factors comprising a number of the searched similar keywords in the content, positions of the searched similar keywords in the content and a font style of the searched similar keywords inspecting at least one selected from a group consisting of the number of the searched similar keywords, locations thereof in the content and a font style thereof, and computing an exposure point related to the advertisement data based on the result of the inspection; and

an advertisement data selecting module, resident in one of the memories and executable by the processor, configured for selecting a portion of advertisement data from the searched advertisement data, based on the exposure point.

4.   (*Currently amended*) The system as claimed in claim 1, the system further comprising a keyword database for maintaining a keyword and an expansion keyword related thereto, wherein the expansion keyword and the keyword are in genus-species hierarchies is a keyword having a meaning of a upper concept of the meaning of the keyword or a lower concept thereof;

wherein the advertisement data selecting unit comprises:

a keyword searching module, resident in one of the memories and executable by the processor, configured for searching the content for a keyword related to the searched advertisement data and an expansion keyword related to the keyword;

an exposure point computing module, resident in one of the memories and executable by the processor, configured for computing an exposure point for the search advertisement data by using at least one of three factors comprising a number of the searched expansion keywords in the content, positions of the searched expansion keywords in the content and a font style of the searched expansion keywords ~~inspecting at least one selected from a group consisting of the number of the searched expansion keywords, locations thereof in the content and a font style thereof, and computing an exposure point related to the advertisement data based on the result of the inspection~~; and

an advertisement data selecting module, resident in one of the memories and executable by the processor, configured for selecting a portion of advertisement data from the searched advertisement data, based on the exposure point.

5.   (*Currently amended*) The system as claimed in claim 1, the system further comprising a keyword database for maintaining a keyword, a similar keyword related thereto and an expansion keyword related thereto, wherein the similar keyword is a keyword having a similar meaning to the meaning of the keyword and the expansion keyword is in genus-species hierarchies with the keyword ~~a keyword having a meaning of a upper concept of the meaning of the keyword or a lower concept thereof~~;

wherein the advertisement data selecting unit comprises:

a keyword searching module, resident in one of the memories and executable by the

processor, configured for searching the content for a keyword related to the searched

advertisement data, a similar keyword related to the keyword and an expansion keyword related

thereto;

an exposure point computing module, resident in one of the memories and executable by

the processor, configured for computing a first exposure point for the search advertisement data

by using at least one of three factors comprising a number of the searched keywords in the

content, positions of the searched keywords in the content and a font style of the searched

keywords, for computing a second exposure point for the search advertisement data by using at

least one of three factors comprising a number of the searched similar keywords in the content,

positions of the searched similar keywords in the content and a font style of the searched

expansion keywords, for computing a third exposure point for the search advertisement data by

using at least one of three factors comprising a number of the searched expansion keywords in

the content, positions of the searched expansion keywords in the content and a font style of the

searched expansion keywords, and for inspecting at least one selected from a group consisting of

the number of the searched keywords, locations thereof in the content and a font style thereof,

and computing a first exposure point related to the advertisement data based on the result of the

inspection;

inspecting at least one selected from a group consisting of the number of the searched

similar keywords, locations thereof in the content and a font style thereof, and computing a

second exposure point related to the advertisement data based on the result of the inspection;

~~inspecting at least one selected from a group consisting of the number of the searched expansion keywords, locations thereof in the content and a font style thereof, computing a third exposure point related to the advertisement data based on the result of the inspection; and~~

computing an exposure point based on at least one of the first exposure point, the second exposure point and the third exposure point; and

an advertisement data selecting module, <u>resident in one of the memories and executable by the processor, configured</u> for selecting a portion of advertisement data from the searched advertisement data, based on the exposure point.

6.   (*Currently amended*) The system as claimed in claim 5, wherein the exposure point computing module computes the exposure point by <u>applying a weight value</u> ~~giving a weight~~ to the first exposure point, the second exposure point or the third exposure point.

7.   (*Previously Presented*) The system as claimed in claim 2, wherein the advertisement data selecting module selects the predetermined number of advertisement data of which the exposure point ranks high.

8.   (*Previously Presented*) The system as claimed in claim 2, wherein the advertisement data selecting module selects predetermined advertisement data from the searched advertisement data on the basis of the exposure point and selects a predetermined number of random advertisement data, during a predetermined period, from the selected advertisement data.

9.   (*Previously Presented*) The system as claimed in claim 8, wherein the advertisement data

selecting module sequentially selects a predetermined number of the selected advertisement data

during the predetermined period.

10.   (*Previously Presented*) The system as claimed in claim 1, wherein the advertisement data

selecting unit selects a predetermined number of random advertisement data from the searched

advertisement data.

11.   (*Previously Presented*) The system as claimed in claim 1, wherein the advertisement data

selecting unit sequentially selects the predetermined number of advertisement data during a

predetermined period from the searched advertisement data.

12.   (*Currently amended*) [[An]] A computer-implemented on-line advertising method, the

method comprising the steps of:

        maintaining advertisement data, [[a]] at least one keyword related thereto to the

advertisement data and a category corresponding thereto to the advertisement data, in an

advertisement database;

        maintaining a content identifier for identifying content provided to a user terminal

through a communication network and a category related to the content, in a content database;

        searching the advertisement database for advertisement data corresponding to a category

related to the content to be displayed to a user;

selecting advertisement data [[from]] among the searched advertisement data, based on a predetermined criterion, by using [[a]] at least one keyword related to the searched advertisement data; and

controlling an advertisement associated with the ~~adopted~~ selected advertisement data to be displayed on the user terminal in association with the content.

13.   (*Currently amended*) The method as claimed in claim 12, wherein the step of maintaining the advertisement database comprises the steps of:

receiving a keyword and advertisement data from an advertiser;

receiving selection of a category for the advertisement data from the advertiser; and

storing the received keyword and the category in association with [[in]] the advertisement database~~, in association with the advertisement data and storing the selected category in the advertisement database, in correspondence with the advertisement data~~.

14.   (*Original*) The method as claimed in claim 13, wherein the step of receiving selection of a category from the advertiser comprises the steps of:

maintaining categories in a predetermined database;

providing the categories for the advertiser by a directory searching method; and

receiving selection of a predetermined category among the provided categories, from the advertiser.

15.   (*Currently amended*) The method as claimed in claim 12, the method further comprising

the step of maintaining keywords in a keyword database;

wherein the step of selecting advertisement data according to a predetermined criterion

from the searched advertisement data by using the keyword comprises the steps of:

respectively searching the content for a keyword related to the advertisement data;

computing an exposure point for the search advertisement data by using at least one of

three factors comprising a number of the searched keywords in the content, positions of the

searched keywords in the content and a font style of the searched keywords inspecting at least

one selected from a group consisting of the number of the searched keywords, locations thereof

in the content and a font style thereof, and computing an exposure point related to the searched

advertisement data based on the result of the inspection; and

selecting advertisement data from the searched advertisement data based on the exposure

point.

16.   (*Currently amended*) The method as claimed in claim 12, the method further comprising

the step of maintaining a keyword, a similar keyword related thereto or an expansion keyword

related thereto in a keyword database, wherein the similar keyword is a keyword having a similar

meaning to the meaning of the keyword and the expansion keyword is in genus-species

hierarchies with the keyword a keyword having a meaning of a upper concept of the meaning of

the keyword or a lower concept thereof;

wherein the step of selecting advertisement data according to a predetermined criterion

from the searched advertisement data using the keyword comprises the steps of:

respectively searching the content for a keyword related to the advertisement data;

searching for a similar keyword related to the searched keyword or an expansion

keyword related thereto;

computing a first exposure point for the search advertisement data by using at least one of

three factors comprising a number of the searched similar keywords in the content, positions of

the searched similar keywords in the content and a font style of the searched expansion

keywords;

computing a second exposure point for the search advertisement data by using at least

one of three factors comprising a number of the searched expansion keywords in the content,

positions of the searched expansion keywords in the content and a font style of the searched

expansion keywords; inspecting at least one selected from a group consisting of the number of

the searched similar keywords, locations thereof in the content and a font style thereof, and

computing a first exposure point related to the advertisement data based on the result of the

inspection;

inspecting at least one selected from a group consisting of the number of the searched

expansion keywords, locations thereof in the content and a font style thereof, and computing a

second exposure point related to the advertisement data based on the result of the inspection; and

computing an exposure point from the searched advertisement data, based on the first

exposure point or the second exposure point.

17.   (*Canceled*)

18. (New) One or more computer-readable media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to perform acts including:

maintaining advertisement data, at least one keyword related to the advertisement data and a category corresponding to the advertisement data, in an advertisement database;

maintaining a content identifier for identifying content provided to a user terminal through a communication network and a category related to the content, in a content database;

searching the advertisement database for advertisement data corresponding to a category related to the content to be displayed to a user;

selecting advertisement data among the searched advertisement data, based on a predetermined criterion, by using at least one keyword related to the searched advertisement data; and

controlling an advertisement associated with the selected advertisement data to be displayed on the user terminal in association with the content.